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L1: Entry 13 of 52

File: PGPB

Jul 11, 2002

DOCUMENT-IDENTIFIER: US 20020091587 A1
TITLE: Electronic communication display system

Abstract Paragraph:

An electronic communication display system is at least partially disposed on a computer readable medium and is configured for transmitting data corresponding to media to a remote client location where the media is displayed. The electronic communication display system comprises an electronic poster display board for displaying media and a client server that is configured to transmit the data to the electronic poster display board. A main web server, which may be configured to communicate with the client server for transmission of the data thereto, compiles sets of posters in electronic form which are selected through the client server. A method of communication is also presented.

Summary of Invention Paragraph:

[0006] Briefly stated, the invention in a preferred form is an electronic communication display system which is at least partially disposed on a computer readable medium and is configured for transmitting data corresponding to media to a remote client location where the media is displayed. The electronic communication display system comprises an electronic poster display board for displaying media, and a client computer server which receives data corresponding to the media for the electronic poster display board. A web server capable of communicating with the client server for transmission of data thereto is also provided. The web server along with an application server communicating with the web server formulates the data for the ultimate transmission to the client server.

Summary of Invention Paragraph:

[0008] In one particular embodiment of the invention, the client server has a web browser configured in kiosk mode for display of the media. The web browser may contain a plurality of channels wherein each of the channels contains an electronic poster or an electronic message.

Summary of Invention Paragraph:

[0009] Another preferred form of the invention involves a method of providing a customized poster service to a plurality of remote locations and comprises the steps of: generating a poster kit containing at least one electronic poster and/or electronic message for each client or subscriber selecting posters and/or messages by the client from the remote location; providing an electronic poster display board at each location; and communicating each selected poster and/or message over the Internet to each electronic poster display board for display of the least one electronic poster and/or electronic message.

Brief Description of Drawings Paragraph:

[0017] FIG. 4 is a schematic annotated diagram of a representative electronic poster display board for use with the embodiment of FIG. 1; and

Detail Description Paragraph:

[0025] Each work station 24 is configured so that a graphic designer may develop electronic posters and collect the posters together into kits which may contain, for example, collections of electronic posters and messages for a particular client. The media is created at the workstation 24, using software such as Adobe Photoshop.TM. or Adobe Illustrator.TM.. The posters are then sent to work station 18 where they are sorted by edition and client. The work station 24 communicates with the data base server 22 represented by communication line 30 in order to transmit various electronic posters, etc., which are developed at the work station 24, to the data base server. The electronic posters are converted into an appropriate format for transmission over the Internet 16, such as file transfer protocol (FTP), and then stored before transfer to a client communication and display system 14, as discussed in more detail below.

FTP is employed to obtain news, weather and sports data. Otherwise, in house file transmission is over local networks.

Detail Description Paragraph:

[0026] The coordination and communication with computer 13 is functionally identical in FIG. 1. The application server 26 communicates with both the first and second web servers 18, 20 represented by communication lines 32 and 34 and with the data base server 22 via communication line 36. The application server 26 provides coordination between the web servers 18 and 20 and access to the electronic poster kits contained in data base server 22. The application server 18 includes application software which tracks and distributes content according to client order entry procedures and as modified by subscribers during the subscription period.

Detail Description Paragraph:

[0027] The client communication and display system 14 comprises a computer 15 which includes a client workstation 38, a client server 42, and an electronic poster display board 40. The client workstation 38 communicates with the web server 18 via communication lines 28 and 44 and the Internet 16. The client workstation 38 preferably comprises a web browser sold under the trademark EXPLORER by the Microsoft Corporation of Redman, Wash. Optionally, other web browsers, such as that sold under the trademark NETSCAPE by the Netscape Communications Corporation of Mountain View, Calif. may be employed. The client work station 38 interactively communicates with a web server 18 in order to transmit client or subscriber input, for example to, modify an electronic poster kit and receive an updated description of the electronic poster kit. Such interactive communication can be as frequent as described by the client.

Detail Description Paragraph:

[0028] The electronic poster display board 40 may be any suitably large display board but is preferably a flat panel gas plasma display, such as that manufactured and sold by the Sony corporation of Japan.

Detail Description Paragraph:

[0029] The client server 38 receives electronic poster kits (or media) in the form of data in a particular format, as discussed above, for display on the electronic poster display board 40. The client server 38 is illustrated as being connected to the electronic poster display board 40 by a communication line 46. It will be appreciated that the computer 15 may be located on a housing supporting the electronic poster display board 40 but is preferably separated some distance therefrom. In any event, the client server 38 communicates with the web server 18 via communication lines 29 and 44 and the Internet 16. The client server 38 preferably comprises a web browser, such as discussed above, which is configured, in a kiosk mode whereby the browser receives the data from the web server 18 and generates a continuous display. In particular, it will be understood that a number of channels of the web browser may be used in order to simultaneously display various elements of the poster kit for varying amounts of time. An example of the foregoing is discussed below.

Detail Description Paragraph:

[0030] Referring now also to FIG. 4, the client server 38 communicates electronic poster kits to the electronic poster display board 40 for display thereof. Preferably, the electronic poster display board may comprise a plurality of sections for displaying different materials. For example, four separate sections 50, 52, 54 and 56 may be provided--each of which may be functioning simultaneously and at different update times and periods. Each section may sequentially display varying messages and/or posters, slogans, etc. For example, in section 50 an electronic poster 58 may be displayed fifteen (15) minutes and then switch to a custom executive poster 62. Section 52 may concurrently include an employee message 64, then switch to a Good Will Motivator.TM. media 66 thereafter switch to a management suggested letter 60 and. The relative timing may also be selected. For example, messages 64 and 66 may alternate every fifteen (15) minutes and may start seven and one half (7.5) minutes after the poster 58 is initially displayed in section 50. Section 54 may display any news and announcements such as news headlines, sports scores and local 3 or 5 day weather forecasts. The display may include media such as a client's name or trademark, etc. as illustrated at 70, which may be permanently affixed thereto. It will be appreciated that each of the communications lines 28, 29, 44 and 48 may comprise, for example, telephone, satellite or wireless hook up.

Detail Description Paragraph:

[0031] With reference to FIGS. 1, 2 and 3, using work station 24 a graphic artist creates a

work which is compiled into a poster kit including a collection of electronic posters in a data format, as discussed above, that is suitable for transmission over the Internet as shown in box 72. The electronic posters are cataloged electronically via the workstation 24 and stored in the data base server 18. See box 74.

Detail Description Paragraph:

[0032] The application server 18 and work station 24 function to group electronic posters. The posters may also be compiled into posters kits arranged by, for example, a particular client or client group such as retail clients or manufacturing clients. See box 76. For example, the subscribers of systems 14 and 114 may have access only to one set of poster kits while the subscriber of systems 214 has access only to a different set of posters. The application server is also configured to indicate the last time and date that revisions or updates have been made to the poster kits.

Detail Description Paragraph:

[0033] Each subscriber may modify these kits as will be more fully described hereafter. Once the kits are established, the client may select the specific electronic posters for display on the electronic communication display 40. Thereafter, the client server 38 communicates the electronic posters to the electronic communication display 40 as described above for display thereof. See box 80. The subscriber can query through the web browser to determine the latest times and dates of poster kit changes.

Detail Description Paragraph:

[0034] The client may also modify the client's poster kit as follows. Using a client workstation 38, the client contacts the web server 18 (see box 82 and 84) and logs onto the web server 18. After checking for proper password and client ID, (see 86), the client views the current kit contents at 88. The client may then choose between different options. The client may search for posters by topic, for example, posters with themes such as safety, attitude, cooperation, etc. The client may remove any unwanted electronic posters or other content at 90. The client may also search, using the application server 18, to select a particular poster or posters and add each selected poster to the poster kit at 92, 94 and 96. The client may have access to various screens such as screen 200 (FIG. 5) to facilitate the search and selection. Optionally, the client may design its own electronic poster content within the application or simply provide electronic material for display all of which may be added to the poster kit at 98 and 100. Once a client has completed the modification, the electronic poster kit will be made available by the application server 18. Accordingly, when the client server 14 polls the web server 18, new media data is downloaded for display on the electronic communication display 40 which is represented at box 102.

CLAIMS:

1. A method of distributing electronic media for display at a multiplicity of remote locations comprising: (a) creating a plurality of electronic poster kits each containing a plurality of posters; (b) posting said electronic poster kits on a web site; (c) accessing said web site over the Internet to view a poster kit; (d) selecting from a remote location a set of posters from said web site; (e) customizing said selected set of posters from said remote location by transmitting data over the Internet; (f) transmitting said customized selected set of posters over the Internet to said remote location; and (g) displaying said customized selected set of posters on a screen.

8. An electronic communication display system that is at least partially disposed on a computer readable medium and is configured for transmitting data corresponding to media to a remote subscriber location where the media is displayed, comprising: an electronic poster display board for displaying media; a main web server configured with media defining a plurality of sets of posters in electronic form and for transmitting selected portions of the media; and a subscriber server in communication with said main web server and said display board and configured to select portions of said media; wherein selected media is transmitted to said subscriber server for display in poster form on said electronic poster display board.

10. The electronic communication display system of claim 9 wherein: the web browser contains a plurality of channels; and the media includes to a poster kit composed of a predefined collection of electronic posters and/or electronic messages; wherein each of the channels contains an electronic poster or an electronic message.

11. The electronic communication display system of claim 10 wherein: the subscriber server is configured to display one of the electronic posters for predetermined period of time and then switch to another of the electronic posters.
13. The electronic communication display system of claim 12 wherein: said main server comprises a data base containing poster kits associating various electronic posters and the subscriber server communicates with the data base subscriber input at the subscriber server formulates a poster kit for transmission to the subscriber server.
15. The electronic communication display system of claim 13 further comprising a work station at which electronic posters are created, the work station communicating with the main server to formulate the data base.
16. A method of providing a customized poster service to a plurality of remote locations comprising the steps of: generating a poster kit containing at least one electronic poster and/or electronic message for each location; providing an electronic poster display board at each location; and communicating each poster kit over the Internet to each electronic poster display board for display of the least one electronic poster and/or electronic message.
17. The method of claim 16 wherein the step of generating a poster kit comprising the steps of: providing a server at a primary location for displaying a collection of electronic posters over the Internet via an Internet browser; and selecting among the collection of electronic posters in order to formulate a particular poster kit and/or modify an existing poster kit via the Internet browser; correlating the particular poster kit to a particular location.
18. The method of claim 17 wherein the step of communicating the poster kit further comprises the steps of: periodically polling the server from a remote location; downloading updates at the remote location of a particular poster kit; and displaying each of the electronic posters of the updated poster kit.
19. The method of claim 18 comprising the step of: sequencing the display of each one of the electronic posters of the poster kit for display on the electronic poster display board in a predetermined manner.
20. The method of claim 16 further comprising the step of: entering text at a remote location for use in conjunction with display of at least one electronic poster.

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L1: Entry 34 of 52

File: EPAB

Dec 4, 2003

DOCUMENT-IDENTIFIER: WO 3100687 A1

TITLE: METHOD AND SYSTEM OF POSTING ELECTRONIC POSTER THROUGH PUBLIC NETWORKAbstract Text (1):

A method and system of posting electronic poster through public network accepts posting orders from advertisers by regional service centers (21), wherein each of the regional service centers obtains information of where and when each of said electronic posters (10) is available for whatever posting size from the central control system (30) through the public network. The posting order will be sent to a central control system display in each of the electronic posters designated by the respective advertiser in the designated size and time by the respective regional control center while each of the electronic posters remains electronically controlled by the respective regional control center.

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☐ 1. Document ID: US 20030088441 A1

L4: Entry 1 of 5

File: PGPB

May 8, 2003

PGPUB-DOCUMENT-NUMBER: 20030088441

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20030088441 A1

TITLE: System for the integrated management of healthcare information

PUBLICATION-DATE: May 8, 2003

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
McNerney, Michelle	Freehold	NJ	US	

US-CL-CURRENT: 705/3

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWC	Draw Desc	Image
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☐ 2. Document ID: US 20030041061 A1

L4: Entry 2 of 5

File: PGPB

Feb 27, 2003

PGPUB-DOCUMENT-NUMBER: 20030041061

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20030041061 A1

TITLE: Method, systems and apparatuses for managing specialized healthcare needs

PUBLICATION-DATE: February 27, 2003

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Parmar, Rohit J.	Dallas	TX	US	

US-CL-CURRENT: 707/9

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWC	Draw Desc	Image
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☐ 3. Document ID: US 20020032583 A1

L4: Entry 3 of 5

File: PGPB

Mar 14, 2002

PGPUB-DOCUMENT-NUMBER: 20020032583

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20020032583 A1

TITLE: Apparatus and method for processing and/or for providing healthcare information and/or healthcare-related information

PUBLICATION-DATE: March 14, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Joao, Raymond Anthony	Yonkers	NY	US	

US-CL-CURRENT: 705/2

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWC	Draw Desc	Image
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☐ 4. Document ID: US 20010032099 A1

L4: Entry 4 of 5

File: PGPB

Oct 18, 2001

PGPUB-DOCUMENT-NUMBER: 20010032099

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20010032099 A1

TITLE: Apparatus and method for processing and/or for providing healthcare information and/or healthcare-related information

PUBLICATION-DATE: October 18, 2001

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Joao, Raymond Anthony	Yonkers	NY	US	

US-CL-CURRENT: 705/2; 600/300, 705/3

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWC	Draw Desc	Image
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☐ 5. Document ID: US 6283761 B1

L4: Entry 5 of 5

File: USPT

Sep 4, 2001

US-PAT-NO: 6283761

DOCUMENT-IDENTIFIER: US 6283761 B1

TITLE: Apparatus and method for processing and/or for providing healthcare information and/or healthcare-related information

DATE-ISSUED: September 4, 2001

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Joao; Raymond Anthony	Yonkers	NY	10703	

APPL-NO: 09/ 476651 [PALM]

DATE FILED: December 31, 1999

PARENT-CASE:

RELATED APPLICATIONS This is a continuation-in-part application of U.S. patent application Ser. No. 09/162,889, filed Sep. 29, 1998, which is a continuation application of U.S. patent application Ser. No. 08/600,771, filed Feb. 13, 1996, now U.S. Pat. No. 5,961,332, which is a divisional application of U.S. patent application Ser. No. 07/941,413, filed Sep. 8, 1992, abandoned.

INT-CL: [07] G09 B 19/00

US-CL-ISSUED: 434/236; 434/238, 128/923

US-CL-CURRENT: 434/236; 128/923, 434/238

FIELD-OF-SEARCH: 434/236-238, 128/920, 128/923

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<u>4803652</u>	February 1989	Maeser et al.	
<u>4895518</u>	January 1990	Arnold et al.	
<u>5036852</u>	August 1991	Leishman	600/301
<u>5070452</u>	December 1991	Doyle, Jr. et al.	
<u>5185857</u>	February 1993	Rozmanith et al.	
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<u>5262943</u>	November 1993	Thibado et al.	600/300
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<u>5404292</u>	April 1995	Hendrickson	600/301
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<u>5544649</u>	August 1996	David et al.	600/301
<u>5696981</u>	December 1997	Shovers	

OTHER PUBLICATIONS

L. McCullough et al., "The Development of a Microcomputer-Based Mental Health Information System, a Potential Tool for Bridging the Scientist-Practitioner Gap", American Psychologist, Feb. 1986, pp. 207-213.

ART-UNIT: 374

PRIMARY-EXAMINER: Richman; Glenn E.

ATTY-AGENT-FIRM: Joao; Raymond A.

ABSTRACT:

An improved apparatus and method for providing healthcare information, the apparatus comprising a processor for processing at least one of symptom information and condition information corresponding to a patient, in conjunction with at least one of healthcare information, healthcare theories, healthcare principles, and healthcare research, wherein the processor generates a diagnostic report, and further wherein the diagnostic report contains information regarding at least one of a diagnosis and a possible diagnosis for the at least one of symptom information and condition information. The improvement includes the processor generating a

diagnostic report containing a list of possible diagnoses, a transmitter for transmitting the diagnostic report to at least one of a computer and a communication device associated with a healthcare provider, and a receiver for receiving a final diagnosis from the list of possible diagnoses, wherein the final diagnosis is received from the at least one of a computer and a communication device associated with the healthcare provider. The processor generates a claim form for submission to at least one of a healthcare payer and a healthcare insurer.

20 Claims, 24 Drawing figures

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Abstract	Claims	RWD	Draw Desc	Image
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Clear	Generate Collection	Print	Fwd Refs	Bkwd Refs	Generate OACS
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Term	Documents
ELECTRONIC	1497132
ELECTRONICS	690310
SIGNATURE	163352
SIGNATURES	36539
(3 AND (SIGNATURE NEAR ELECTRONIC)).PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD.	5
(L3 AND (ELECTRONIC NEAR SIGNATURE)).PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD.	5

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L1: Entry 12 of 52

File: PGPB

Jul 18, 2002

DOCUMENT-IDENTIFIER: US 20020095334 A1

TITLE: Method and system of posting electronic poster through public networkAbstract Paragraph:

A method and system of posting electronic poster through public network accepts posting orders from advertisers by regional service centers, wherein each of the regional service centers obtains information of where and when is each of said electronic posters available for whatever posting size from the central control system through the public network. The posting order will be sent to a central control system display in each of the electronic posters designated by the respective advertiser in the designated size and time by the respective regional control center while each of the electronic posters is always remained electronically controlled by the respective regional control center.

Summary of Invention Paragraph:

[0002] The present invention relates to advertisement or message billboards and posters, and more particularly to a method and system of posting electronic poster through public network, which allows one to control and post an advertisement and/or message in different designated languages at anytime in one or more designated electronic posters in different location in the world through a public network while being cost effectively.

Summary of Invention Paragraph:

[0012] A main object of the present invention is to provide a method and system of posting electronic poster through public network, so that the advertiser can select specific period of time within each day to post a particular size of advertisement at one or more predetermined advertising areas all over the world for every advertising service or product. In other words, the advertiser may maximize the advertising effect within a limited advertisement budget. According to the present invention, no money and resource will be waste for posting wrong advertisement at the wrong time in the wrong place for the wrong customers.

Summary of Invention Paragraph:

[0013] Another object of the present invention is to provide a method and system of posting electronic poster through public network, wherein the electronic poster is capable of serving as a video, such as real time information, such that the electronic poster can be more dazzling and informative so as to attract people's attention.

Summary of Invention Paragraph:

[0014] Another object of the present invention is to provide a method and system of posting electronic poster through public network, wherein the electronic poster is remote controlled and monitored through the electronic network.

Summary of Invention Paragraph:

[0015] Another object of the present invention is to provide a method and system of posting electronic poster through public network, wherein the electronic poster is adjustably fit for any size of the display device such that no limited size of the electronic poster is restricted.

Summary of Invention Paragraph:

[0016] Another object of the present invention is to provide a method and system of posting electronic poster through public network, which comprises a monitor device including a video camera or "WebCam" for incorporating with the electronic poster for monitoring the electronic poster in live time manner and sending back a feedback and/or posting stage instantly to a central control system, so that both the central control system and the corresponding advertisers can monitor the real condition and performance of the advertisements. Moreover the

monitor device can also record the response of the target customers, including whether the target customers will be attracted by the advertisement or how the target customers react with the advertisement, and such recorded response will be fed back to the central control system and the corresponding advertisers.

Summary of Invention Paragraph:

[0017] Accordingly, in order to accomplish the above objects, the present invention is to provide a method of posting electronic poster through public network, which comprises the steps of:

Summary of Invention Paragraph:

[0019] (b) providing at least an electronic poster in each of the regional territories, which is maintained and controlled by the respective regional control center;

Summary of Invention Paragraph:

[0020] (c) accepting posting orders from advertisers by the regional service centers, wherein each of the regional service centers obtains information of where and when is each of said electronic posters available for whatever posting size from the central control system through the public network;

Summary of Invention Paragraph:

[0021] (d) sending each of the posting orders to the central control system from the respective regional service center, wherein each of the posting orders includes posting information of posting content, time and size for one or more of the electronic posters designated by the respective advertiser;

Summary of Invention Paragraph:

[0022] (e) affirming the posting orders by the central control system by confirming posting schedules of each of the posting orders with one or more of the regional control centers that in charge of the electronic posters designated by the respective advertiser;

Summary of Invention Paragraph:

[0023] (f) recording a poster content for each of the posting orders by the central control system and sending the recorded poster content to the regional control centers in charge of the electronic posters designated by the respective advertiser;

Summary of Invention Paragraph:

[0024] (g) booking and confirming advertising time with one or more of the regional control centers 22 controlling the electronic posters 10 designated by the respective advertiser 50 by the central control system 30; and

Summary of Invention Paragraph:

[0025] (h) displaying the recorded poster content in each of the electronic posters designated by the respective advertiser in the designated size and time by the respective regional control center while each of the electronic posters is always remained electronically controlled by the respective regional control center.

Brief Description of Drawings Paragraph:

[0027] FIG. 2 is a block diagram illustrating a system of posting electronic poster through public network according to a preferred embodiment of the present invention.

Brief Description of Drawings Paragraph:

[0028] FIG. 3 is a flow chart of the method of posting electronic poster through public network according to the above preferred embodiment of the present invention.

Detail Description Paragraph:

[0029] Referring to FIGS. 2 and 3 of the drawings, a method and system of posting electronic poster through public network according to a preferred embodiment of the present invention is illustrated. The method of posting electronic poster through public network generally comprises the following steps.

Detail Description Paragraph:

[0031] Step (2) Provide at least an electronic poster 10 in each of the regional territories 1,

which is maintained and controlled by the respective regional control center 22.

Detail Description Paragraph:

[0032] Step (3) Accept posting orders from advertisers 50 by the regional service centers 21, wherein each of the regional service centers 21 obtains information of where and when is each of said electronic posters 10 available for whatever posting size from the central control system 30 through the public network 40.

Detail Description Paragraph:

[0033] Step (4) Send each of the posting orders to the central control system 30 from the respective regional service center 21, wherein each of the posting orders includes posting information of posting content, time and size for one or more of the electronic posters 10 designated by the respective advertiser 50.

Detail Description Paragraph:

[0034] Step (5) Affirm the posting orders by the central control system 30 by confirming posting schedules of each of the posting orders with one or more of the regional control centers 22 that in charge of the electronic posters 10 designated by the respective advertiser 50.

Detail Description Paragraph:

[0035] Step (6) Record a poster content for each of the posting orders by the central control system 30 and sending the recorded poster content to the regional control centers 22 in charge of the electronic posters 10 designated by the respective advertiser 50.

Detail Description Paragraph:

[0036] Step (7) Book and confirm advertising time with one or more of the regional control centers 22 controlling the electronic posters 10 designated by the respective advertiser 50 by the central control system 30.

Detail Description Paragraph:

[0037] Step (8) Display the recorded poster content in each of the electronic poster 10 designated by the respective advertiser 50 in the designated size and time by the respective regional control center 22 while each of the electronic posters 10 is always remained electronically controlled by the respective regional control center 22.

Detail Description Paragraph:

[0042] Each of the regional control centers 22 of a corresponding regional territory 1, which is networked with the central control system 30, is responsible for the maintenance and management of all the electronic posters 10 within that regional territory 1. Therefore, the regional control center 22 knows better about the native language and domestic habit of the residents in its regional territory 1. Therefore, the regional control centers 22 know better what kinds of people would show up at every electronic poster 10 located in their own regional territories 1. And, the regional control centers are also in a better position of controlling the posting schedules of the electronic posters 10 within that regional territory 1. Each of the regional control centers 22 should provide a suggested schedule and reference for different categories of services and products to post their advertisements in different time period a day in every electronic poster 10 within its regional territory 1 in order to obtain a better advertisement effect. Each of the regional control centers 22 must well maintain the electronic posters 10 within their regional territories 1 to function normally.

Detail Description Paragraph:

[0043] In the step (2), the electronic poster 10 can be different size and serve different language at the same time. All of the designated electronic posters 10 can be linked together as required by the advertiser 50. The electronic poster 10 is a display device that can be a flat screen LCD PC monitor, a projection television, a projector operated by computer, a LCD television, and etc.

Detail Description Paragraph:

[0044] In the step (3), the advertisers 50 can provide their own poster designs to the regional service centers 21 while placing posting orders. If so, the advertisers 50 may also appoint the regional control centers 22 of the designated regional territories 1 to translate their poster designs into the native languages for them before displaying in the electronic poster 10.

Detail Description Paragraph:

[0046] Each regional service center 22 can be contracted with or owned by the headquarter corporation wherein each regional service center 20 functions as an individual advertising agent which can provide a local service and link to another regional service center 21 or regional control center 22 through the central control system 30 for providing an international service. The regional service centers 21 and the regional control centers 22 should have full electronic and computer technical such as consultant and technical adviser in order to provide customer service and to design the electronic poster 10 respectively for assisting the advertisers 50.

Detail Description Paragraph:

[0048] In order to facilitate the process of placing posting order, each of the electronic posters 10 is assigned with poster code, so that when placing a poster order, the advertiser 50 can specifically order to place advertisement in the electronic posters 10 with the corresponding poster codes. Each of the regional service center 21 and regional control center 22 may also assigned with a service code and a control code respectively, so that in each posting order, it will clearly indicate which regional service center 21 does the posting order come from and which regional control centers 22 will handle the advertisements. Both the regional service centers 21 and the regional control centers 22 can exactly contact to the other party in communicate with the posting information and matter in related to the respective advertisers 50.

Detail Description Paragraph:

[0049] In the step (4), when each of the regional service centers 21 sends in a posting order to the central control system 30 for its advertiser 50, the posting order must include a posting code per each order, wherein each posting code contains the poster code representing the designated electronic poster 10, the service code representing the regional service center 21 that send out that posting order, and, if necessary, the control code representing the designated regional control center 22 that handles the posting order.

Detail Description Paragraph:

[0051] Moreover, detail information of the poster content to be posted in the designated electronic poster 10, such as selected language and time-posting schedule, should also be included in each of the posting orders. Of course, each of the regional service centers 21 should provide an informative service such as survey or research that is adapted for guiding the advertisers 50 to elect the most effective electronic posters 10 in the right locations to place their posting orders. For example, the regional service center 21 will guide the advertiser 50 who is a notebook manufacturer to place his or her advertisements at the electronic posters 10 located in the business area during the business hours so as to attract the maximum number of business people.

Detail Description Paragraph:

[0054] In the step (7), according to each of the posting orders from the regional service centers 21, the central control system 30 will immediately contact the corresponding regional control centers 22 which are in charge of the designated electronic posters 10 ordered by the advertiser 50 to book the designated advertising time of the designated electronic posters 10. The central control system 30 will receive a confirmation from the corresponding regional control centers 22. Then, the central control system 30 will download the poster contents of the posting orders to the corresponding regional control centers 22.

Detail Description Paragraph:

[0055] If a speedy and powerful public network, such as the DSL or Internet, is used, the electronic posters 10 can be directly controlled by the central control system 30, where the electronic posters 10 are 24 hours connected with the central control system 30 through the public network, so that the central control system 30 can download and switch the posting content of each of the electronic poster 10 from time to time.

Detail Description Paragraph:

[0056] After the scheduling of the electronic posters 10 by the central control system 30, the posting orders is sent to the corresponding regional control center 22 with respect to the posting codes included in the posting orders.

Detail Description Paragraph:

[0057] In the step (8), the electronic posters 10 within the regional territory 1 of the corresponding regional service center 22 will be arranged to display the recorded poster content. The size of the poster content will also be re-arranged to fit the displaying size of the electronic poster 10. It is worth to mention that since more than one poster contents can be posted on the electronic poster 10 at the same time.

Detail Description Paragraph:

[0058] Since the poster content is written by computerized format, the regional control center 22 is adapted for setting the electronic posters 10 easily by using the graphic computer. Thus, the electronic poster 10 is adapted for revising the poster content or updating the information anytime even during posting, so as to provide a real-time information for the electronic poster 10. For example, price of a product display on the electronic poster 10 can be updated even during the posting time by the regional control center 22 (or the central control system 30 if that electronic poster 10 is directly controlled by the central control system 30), so as to minimize an error of the information of the electronic poster 10 and speed up the posting process thereof for obtaining the best advertising result from the electronic poster 10.

Detail Description Paragraph:

[0059] In addition, the central control system 30 and/or the regional control center 22 can also responsible to modify the poster content with different languages to fit the multi-languages of the advertising regions in the world. For example, for the electronic posters 10 located in the United State, the poster content can be converted into English version, Spanish version, and Chinese version, etc in such a manner that different versions of the electronic poster 10 will be posted on different racial areas.

Detail Description Paragraph:

[0060] Accidentally, the electronic poster 10 may be corrupted. Therefore, as mentioned above, when the poster content is sent to the regional control center 22, the digital poster content is also downloaded to form a backup by the regional control center 22. So, when the electronic poster 10 accidentally corrupted, the backup of all the poster contents of the electronic poster 10 can be used to place on the electronic poster 10.

Detail Description Paragraph:

[0061] After the step (8), the present invention is preferred to include a monitoring step (9) of monitoring each of the electronic posters 10 through the public network 40, wherein a monitor device 60 which can be a video camera or "WebCam" is installed near each of the electronic posters 10 for monitoring the electronic poster 10 in live time manner and sending back a feedback and/or posting stage instantly to the regional control center 22 and the central control system 30 through the public network 40.

Detail Description Paragraph:

[0063] Accordingly, the system of posting electronic poster through public network comprises:

Detail Description Paragraph:

[0065] a plurality of electronic posters 10 located in various regional territories 1 all over the world;

Detail Description Paragraph:

[0066] a plurality of regional service centers 21, which are provided in the regional territories respectively, communicating with the central control system 30 via a public network 40, wherein the regional service centers accept posting orders from advertisers 50 and obtain information of where and when is each of said electronic posters 10 available for whatever posting size from the central control system 30 through the public network 40; and

Detail Description Paragraph:

[0067] a plurality of regional control centers 22, which are provided in the regional territories respectively and communicated with the central control system 30 through the public network, each maintaining and controlling the electronic posters 10 located in the respective regional territory, wherein each of the regional control centers 22 provides posting schedules of the electronic posters 10 within the regional territory 1 thereof and makes sure the designated poster contents are correctly displayed in the designated electronic posters 10 for the correct time periods respectively.

Detail Description Paragraph:

[0068] In view of above, the method and system of posting electronic poster through public network according to the present invention can substantially provide the following advantages in comparison with the conventional poster menu system:

Detail Description Paragraph:

[0070] (ii) The regional service and control centers are provided in each city where providing a complete computer system connecting with the central control system. So, the electronic posters are remote controlled and technical supported by the central control system and the regional service and control centers, so as to provide the best service for all advertisers.

Detail Description Paragraph:

[0071] (iii) The regional control center remote controls the electronic posters through the public network so that the electronic poster can provide a real time information from the regional control center.

Detail Description Paragraph:

[0072] (iv) The electronic poster can not only provide poster image but also provide flash, video, and sound so that the electronic poster will become more dazzling, attractive, and informative.

Detail Description Paragraph:

[0073] (v) The electronic poster can be served as different languages. Once the posting order is sent to the regional control center, the electronic poster is adapted for being converted into the corresponding home language.

Detail Description Paragraph:

[0074] (vi) The size of the poster content will not be restricted anymore. The size of the poster content can be adjusted electronically to fit all kinds of electronic poster having different dimensions operated by a graphic computer.

Detail Description Paragraph:

[0075] (vii) The advertisers of the electronic posters have no need to rent the whole day of the electronic posters. The limited advertisement budget of the advertiser can be spent effectively and economically by just renting a preferred time period of a particularly during which the maximum target customers can see the poster content.

Detail Description Paragraph:

[0076] For example, for a business advertisement can merely rent those electronic posters located in bus stops or train station for the time periods such as around 9:00 am and the 5:00 pm per day as the posting time. No rental fee will be wasted to post such a business advertisement in the afternoon or during the midnight while most of the business people are staying in the offices or at homes. To the advertisers, the limited advertisement budget can be saved to post advertisement at the electronic posters located in some other time zone cities. To the electronic posters, between 9:00 am to 5:00 pm will be the preferred time period for posting house ware advertisement for those advertisers like house ware manufacturers to which the housewives are their target customers.

Detail Description Paragraph:

[0077] (viii) The entire poster screen of each of the electronic poster at a certain time period can be fully employed by one advertisement or shared with other poster contents. In other words, the advertisers may select to rent only a portion of the poster screen for a designated time, i.e. to share the advertising time with other advertisements. Of course, the advertisers can select the types of advertisement to be shared with central control system. For example, a main poster content, which occupies half of the poster screen of an electronic poster, will be posted during 8:00 am to 10:00 am. However, the other half of poster screen can be divided into two advertising space and rented to other advertisers, wherein each of the poster contents of the other advertisers will be posted for only three minutes in sequence during 8:00 am to 10:00 am.

Detail Description Paragraph:

[0078] (ix) The advertisers do not need to send employees to check and record the advertisement

efficiency of all the posters posted all over the world. Instead, the advertisers can review and monitor each of the electronic posters posting their advertisement all over the world through the Internet in live time manner because each of the electronic posters is monitored by a video camera or a "WebCam". Therefore, the advertisers can change the poster contents of different electronic posters from time to time in responsive to the actual advertisement effect achieved by every electronic poster.

CLAIMS:

1. A method of posting electronic poster through public network, comprising the steps of: (a) providing a plurality of regional service centers and regional control centers in a plurality of regional territories and a central control system networked with said regional service and control centers through a public network; (b) providing at least an electronic poster in each of said regional territories, which is maintained and controlled by said respective regional control center; (c) accepting posting orders from advertisers by said regional service centers, wherein each of said regional service centers obtains information of where and when is each of said electronic posters available for whatever posting size from said central control system through said public network; (d) sending each of said posting orders to said central control system from said respective regional service center, wherein each of said posting orders includes posting information of posting content, time and size for one or more of said electronic posters designated by said respective advertiser; (e) recording a poster content for each of said posting orders by said central control system and sending said recorded poster content to said regional control centers in charge of said electronic posters designated by said respective advertiser; (f) booking and confirming advertising time with one or more of said regional control centers controlling said electronic posters designated by said respective advertiser by said central control system; and (g) displaying said recorded poster content in each of said electronic poster designated by said respective advertiser in said designated size and time by said respective regional control center while each of said electronic posters is always remained electronically controlled by said respective regional control center.

2. The method as recited in claim 1, after the step (d), further comprising a confirming step of affirming said posting orders by said central control system by confirming posting schedules of each of said posting orders with one or more of said regional control centers that in charge of said electronic posters designated by said respective advertiser.

7. The method as recited in claim 1 wherein, in the step (a), further comprises a sub-step of providing a suggested schedule and reference for different categories of services and products to post their advertisements in different time period a day in every electronic poster within said regional territory by said respective regional control center to said central control system.

8. The method as recited in claim 2 wherein, in the step (a), further comprises a sub-step of providing a suggested schedule and reference for different categories of services and products to post their advertisements in different time period a day in every electronic poster within said regional territory by said respective regional control center to said central control system.

9. The method as recited in claim 6 wherein, in the step (a), further comprises a sub-step of providing a suggested schedule and reference for different categories of services and products to post their advertisements in different time period a day in every electronic poster within said regional territory by said respective regional control center to said central control system.

10. The method as recited in claim 1 wherein each of said electronic poster is a display device.

11. The method as recited in claim 2 wherein each of said electronic poster is a display device.

14. The method as recited in claim 1 wherein said poster contents to be posted in one of said electronic posters are designed by said regional control center of said electronic poster.

15. The method as recited in claim 2 wherein said poster contents to be posted in one of said